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## UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICANTS: JERDING ET AL. GRP. ART UNIT: 2614  
APPL. NO.: 09/693,288 EXAMINER: BELIVEAU, SCOTT E.  
FILED: OCTOBER 20, 2000 DOCKET NO.: A-6686  
TITLE: MEDIA-ON-DEMAND RENTAL DURATION MANAGEMENT  
SYSTEM

DECEMBER 17, 2003

## ASSOCIATE POWER OF ATTORNEY

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

The undersigned Attorney of Record, in the subject pending patent application, hereby appoints Jeffrey R. Kuester, Registration No. 34,367, and Sami O. Malas, Registration No. 44,893, of Thomas, Kayden, Horstemeyer & Risley, LLP, with full power to inspect and prosecute said application and to transact any other business in the Patent and Trademark Office connected therewith.

Respectfully submitted,

Dated: 12/17/03  
SEND CORRESPONDENCE TO:  
Scientific-Atlanta, Inc.  
Intellectual Property Dept. MS 4-3-510  
5030 Sugarloaf Parkway  
Lawrenceville GA 30044

By: Kenneth M. Massaroni  
KENNETH M. MASSARONI  
Attorney of Record  
Reg. No.: 33,015  
Phone: (770) 236-4717  
Fax No.: (770) 236-4806

Docket No.: A-6686